



CONCEPT
INTEGRATED MEDIA | DESIGN | STRATEGIC ADVISORY
PROJECT MANAGEMENT | CREATIVE DIRECTION
EDITORIAL | LITERARY AND PUBLISHING
ORIGINAL CONTENT | WMFeatures
INTERACTIVE

Marie Woolf

www.mariewoolf.com

Creative and leadership—the canvas writ large

MARIE WOOLF™ (DON WOOLF DESIGN, INC., WOOLF DESIGN RANCH, AND WOOLFMEDIA (.net) (www.woolfmedia.net) IS A CLOSELY-HELD, INTEGRATED ATELIER WORKING ACROSS A WIDE SPECTRUM of media, marketing, design, content development, Internet and tech, strategic advisory, project management, literary and editorial disciplines and sectors. Founded in Beverly Hills, California in 1984, WM is today a sustainable solar 161-acre design habitat with projects in major cities around the United States and across global borders.

CEO and creative director Marie Woolf has been the founder, chairman and CEO of numerous enterprises, including for the development of proprietary data aggregation technologies which have been granted five patents for homeland security applications. She has played a central role in the launch and ongoing marketing strategies of other successful startups, and has developed and led fundraising, grant and sponsorship programs totaling millions of dollars, including federal appropriations.

Ms. Woolf's work has been widely featured in international print and broadcast media. She was a regular contributor to the Huffington Post (2012-2015) and subsequently, Thrive Global (Arianna Huffington) with trending tech, political, business, consumer, media and lifestyle personal insights. As appropriate, the firm collaborates with leading interactive and digital agencies for scalable, specific innovation and user tools, depending on scope of project.

The Marie Woolf folio encompasses new and traditional media, or their components, as project executive, senior strategist or exclusive agency. These have included companies with sales or assets in the billions of dollars, financial institutions, quality entrepreneurial startups, private enterprises, major publishers and film studios, lifestyle brands, national and local political campaigns and prominent holders of high elected office, distinguished CEOs and creators, and nationally honored nonprofit organizations, two of which she has served as CEO and executive director.

In 2018, Ms. Woolf launched WMFeatures as a digital destination for her editorial features and writing.

Deep DNA in multiple disciplines

SINCE 2000, MS. WOOLF HAS ACQUIRED SPECIAL EXPERTISE IN THE UNIQUE ISSUES AND CHALLENGES OF INDEPENDENT BANKS WITH ASSETS UP TO \$10 BILLION, THE SECTOR ALSO KNOWN AS COMMUNITY OR INDEPENDENT BANKS, and has played a central role in the launch and ongoing marketing strategies of successful startups, including de novo and regulatory environments. Working directly with bank CEOs, founders and boards and their senior management, WM adds value beyond creative and strategy by quickly streamlining processes and identifying areas of redundancy and waste. Her projects have consistently resulted in successful mergers, acquisitions of assets or regulatory approval for debt restructuring and retention of ownership. In October 2018 Ms. Woolf's book, *SEIZED: A CEO's Reflections on the Killing of Main Street Banks in America*, a book centering on successes and failures in the sector including the 2008 financial crisis, co-authored with veteran bank CEO and turnaround specialist Richard S. Cupp for his first-person business memoir, was released as a digital first edition. Mr. Cupp received the Distinguished Banker of the Year Award from the Western Bankers Association immediately following publication.

Ms. Woolf, who is politically unaffiliated, has co-chaired or served as creative, Internet or media director for political campaigns including at the presidential and U.S. Senate levels to state and local levels including speechwriting, design and project management. She continues to selectively consult to members of Congress and has designed, illustrated, edited and contributed book jackets, covers and authored chapters to numerous titles including *The Political Consultants' Online Fundraising Primer* (The George Washington University, 2004), two biographies of U.S. Senator Orrin G. Hatch, among others. All of the campaigns in which Marie has served in a creative or advisory role have won their races, with the sole exception of the 2000 presidential primary campaign.

Her lifelong love of graphic storytelling, illustration, cartooning, and animation continues to inform Marie Woolf projects in the development of original concepts through storytelling. She has produced main title design concept and illustration for major film releases and TV series,

and original character design for children's picture books, branded restaurants, political campaigns. Twice internationally syndicated as an editorial cartoonist published in newspapers from the *Chicago Sun-Times* to the *Jerusalem Post*, she was responsible, through the National Cartoonists Society, for the 2001 posthumous awarding of the Congressional Medal of Honor—America's highest civilian award—to legendary cartoonist Charles M. Schulz, creator of "Peanuts," the most successful comic strip of all time and the only cartoonist ever to be so honored. She has been honored to be invited to present at the National Cartoonists Society, the Association of American Editorial Cartoonists and the annual Animation and Cartoon Festival hosted by the Jilin Animation Institute in Changchun, China.

Commitments and causes

A LIFELONG STUDENT OF THE HOLOCAUST, GENOCIDE AND HUMAN RIGHTS, MS. WOOLF WAS NOMINATED IN 2006 AND 2017 TO THE UNITED STATES HOLOCAUST MEMORIAL COUNCIL by Senator Orrin G. Hatch, a founding member of the Council. Concurrently, Ms. Woolf has twice served as CEO and executive director of 501(c)(3) nonprofit organizations, most recently to structure the business plan, board, mission, design, core materials and funding/development paths for a Denver startup which provides creative journaling tools to K-12 schools.

From 2004-2008, she led a national humanitarian nonprofit serving the families of American military personnel who died in active service on and after the terrorist attacks of September 11, 2001, building the organization to international prominence. In this role, she acquired corporate sponsors, briefed the Joint Chiefs of Staff and general officers at the Pentagon and worked closely with members of Congress of both parties. In 2008, Marie keynoted the graduating class of over 4,000 cadets, general officers, faculty, media and invited visitors at the 15th Annual Character and Leadership Symposium at the United States Air Force Academy on the theme of "Impassioned Citizenship: Can ONE Make a Difference?" Those with whom she shared this stage include General Wesley K. Clark, U.S. Army (Ret.), former NASA Director of Flight Operations Gene Kranz, former Chairman of the Joint Chiefs of Staff General Peter Pace, USMC (Ret.), humanitarian Greg Mortensen (*Three Cups of Tea, Stones into Schools*), and "Miracle on the Hudson" Captain Chesley Sullenberger, among others.

During that time, Marie personally spoke, corresponded and met with over 3,500 bereaved next of kin in all 50 states, U.S. territories, Germany, Italy, South Korea, Mexico, the Philippines, and Canada; top casualty and family services personnel at the Department of Defense; and sister casualty organizations such as TAPS (Tragedy Assistance Program for Survivors, www.taps.org) on a daily basis; and worked closely with service publications such as *Army Times*, *Navy Times*, *Air Force Times*, and others. She keynoted at corporate, military and veterans' events around America, including annual presentations at the Air Force Casualty, Grief & Loss Seminar at Fort Meade, Maryland and was honored to be invited to keynote the 2008 graduating class at the United States Military Academy at West Point.

Marie has received thousands of letters, cards, emails and calls from grateful Americans who have lost loved ones in the armed services in conflicts dating as far back as World War II, as well as others who share her love for the United States military and their families. She has received honors and recognition from the Veterans of Foreign Wars, the American Legion, Disabled Veterans of America and other military organizations, major American corporations, universities, the United States Senate and House of Representatives and the President of the United States. She has a close association with the 3rd United States Infantry Regiment at Arlington National Cemetery, also known as the Sentinels of the Tomb of the Unknown Soldier.

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